# Finding the complain-y people

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### How to find the people you're targeting

- Imagine you are the customer that has the problem
- How would they verbalize the problem? What key words would they use?
- **Search for those key phrases on Twitter, Reddit, and Google**
  - Twitter: All their conversations are indexable and they have a very large user base
  - Reddit: There is a subreddit for anything, but in order to search on this forum it's better to type "site:reddit.com" into Google followed by your search terms
  - Google: Do a generic search as if you were the person who is complaining
- Find people who complained about the problem you're targeting and list them out somewhere